

Serial No. 09/732,695

Reply to Office Action of July 13, 2004

HBK-02802/03

Amend due 7/6

## AMENDMENTS TO THE CLAIMS

Claims 1-7 (Canceled)

8. (Twice Amended) A system for delivery of different versions of the same television program to a viewers receiver, depending on viewer's demographic information stored in viewer's receiver, comprising:

basic channels for transmitting to a viewers receiver on a plurality of channels, primary versions of television programming containing commercials that may be replaced by alternative commercial components to produce alternative versions of those television programs;

an auxiliary channel for transmitting alternative commercial components to a viewer's receiver;

means for storing said alternative components at the viewer's receiver;

means for storing information relating to a viewer's demographic profile at the viewers receiver;

~~means for transmitting over one of said television channels, to a viewers receiver, a timetable file with descriptive and time/channel data of transmitted television programs and data relating to alternative commercial components which may be used to replace commercial components of said programs;~~

means for allowing a user to select one channel for viewing from said timetable file;

and means at the viewer's receiver for substituting selected commercials from said storage means for commercials transmitted with the program material on the selected

channel under control of the stored profile of viewer's demographic information and  
~~said descriptive and time/channel data.~~

Claims 9 and 10 ( Cancelled)

11. Previously Presented) The system of claim 8 wherein said means for transmitting a timetable file with descriptive and time/channel data includes such data for the commercial segments which are stored.